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## THE EFFECT OF VLOGGERS' PERSONAL BRAND IMAGE ON COSMETIC BRAND CHOICE OF TEENAGERS

### Abstract

In today's world, one of the most effective ways of international marketing has emerged as marketing via the internet. Especially vloggers in social media are expected to affect the dynamics of online marketing. Considering all these developments, the main purpose of the present study is to examine online consumer behaviors of teenagers in a conceptual framework and to identify the factors that affect this behavior positively or negatively, by specifically focusing on vlogging activities in cosmetics sector. Vlogging is expected to improve the brand image of cosmetic brands through admiration towards vloggers (H1). Similarly, teenagers are expected to identify themselves with vloggers that they use the same cosmetic brands with, and the brand image of these brands are expected to increase as a result (H2). A survey is applied to 394 active teenager social media users. The participants are selected among the female followers of popular Instagram vloggers in Turkey, Danla Bilich and Duygu Ozaslan. In accordance with the expectations, both H1 and H2 are verified. This means that, the admiration towards the vloggers in social media also improves the brand image of the products that are used and offered by these vloggers, in the eyes of the customers. Similarly, as individuals feel themselves closer to these vloggers, their perceived brand image for the products that these vloggers promote improves.

**Key words:** *Online marketing, Vlogging, Brand image, Identification, Admiration*

### INTRODUCTION

Globalization has brought economic growth and international competition together. In addition to this, when the uncertainty arising from the rapid change of the market is added, the companies operating in the global markets had realized that they have to be market-oriented. Operating in markets that are effective in the world economy to minimize possible losses in both the negative developments are among the main conditions both in becoming a global company.

Economic changes and developments are pushing businesses to reach their goals faster. According to Friedman, (2006) "The World is Flat" means that "the global competitive playing field is being leveled. It is now possible for more people than ever to collaborate and compete in real time with more other people on more different kinds of work from more different corners of the planet and on a more equal footing than at any previous time in the history of the world" (Ahmeti, 2015). In other words, the globalizing world

offers the opportunity to be in many different places at the same time. As a result of this reality, businesses have to accept this fact in order to survive in a competitive environment. For this reason, companies need to incorporate international habits into their own markets. Doing business in international markets allows companies to compete in a wider market as well as offer a wider audience of company's products and services. The firms that have gained experience in the international market for a long time are very experienced in serving different cultures.

As a result of the developing technologies, changes in the consumption habits of the consumers have started to take place in the marketing and advertising strategies of the companies. One of the most effective ways of international marketing is marketing via internet. Individuals are now inclined to tackle their needs in an environment where virtual reality is alive and consumer is active through interactive communication tools. Unlike traditional communication



tools, consumers can now communicate and interact with their websites, advertisements, advertisers and other users on their own initiative.

In this research, "video blogging", which has increased in recent years, will be explored through the strategies for marketing cosmetic products.

### **Vlogging as a Marketing Tool**

Social media creates an environment that provides direct access to the consumer. The freedom of social media allows marketing to be more original and creative. Marketers can tailor content to the needs of the kit using the determinants of social media platforms. For this reason, it is important for researchers to examine social media platforms individually, and to focus on what features make the platform special for marketing and branding. This study focuses on vlogs on YouTube's cosmetic video blogs, a video sharing site that allows users to create and upload videos viewed and shared by hundreds of millions of viewers. Cosmetic vlogs consist of videos where vloggers share ideas about the cosmetic products they use. Success of a Youtube channel is measured by the number of viewers and subscribers. The more subscribers of a Vlogger, the more profits that can be earned. Especially after having a cosmetic vlogger, having thousands of subscriptions and number of impressions, they start to receive gifts and advertising proposals from their cosmetics companies. The increase in marketing of this kind has also led to the emergence of "Youtube Ünlüləri". A few of the most famous cosmetic vloggers; Samantha and Nic Chapman's sisters, Pixiewo, with the channel, makeup artist Lisa Eldridge.

### **Cosmetics Industry and Teenagers**

The postmodern society in which the old age is removed from the eye and the form, the speed is foreground, a functional body activism, a machine-body myth which is working continuously until it is out of use by changing its parts is spreading. Youth is an important period in itself, which has biological and psychological and socio-cultural dimensions, which contain the dynamic processes of life cycle.

Today's global processes, technological developments, media and mass media have effects on all institutions and sections of the society as well as undeniable effects on youth. Indeed,

young people are easily adapted to these changes. In this respect, while youth is educated on the one hand by their parents and educational system, and on the other hand the consumption of mass media, the hedonist ethics of society and post-modernity are constantly being built into their minds. For this reason, youth has both ethical and hedonistic personality structures. This has allowed them to easily adapt to today's marketing understanding (Solomon, 2004).

Especially in less developed countries, as in developed countries, especially since the 1980s, consumption has become more a sign of social status and identity. The fashion products and new ways of life offered by the mass media are the tools that justify this tendency. Young people can easily benefit from products and services delivered to consumers through mass media. In this sense, consumption can become a tool of socialization because it means a process learned from the social, economic and cultural structure of the country (Fonte, Lagouanelle-Simeoni 2018).

Besides, it is hoped that the standards of life will rise at the moment when young people are coping with these social conditions under the consciousness. This situation is not only limited to young people but also attempts to encourage workers and subclasses to middle class values and life (Odabasi, 2005). Consumption has an economic dimension as well as social and cultural dimensions. Most researchers emphasize that consumption has become a symbol.

### **Purchasing Behavior**

The rapid development of communication technologies in recent years has triggered social, cultural and political changes/transformations. Individuals have the opportunity to communicate with the whole world, not just those close to them. This kind of development of information and communication technologies also changes people's way of life with their lifestyles. Consumption, which is a demonstration of social status, now takes place not only in the physical environment but also in the virtual environment. People are spending more time in virtual environments with the development of social networks than their predecessors (Gülmez, 2011). This offers an opportunity to develop sales opportunities in the electronic environment. This

opportunity is becoming a highly accepted strategy in the consumption-oriented world. However, in order to evaluate this opportunity, it is very important that the analysis of consumer behaviors in the virtual environment is done both conceptually and practically.

There are various differences between purchasing behaviors of people in physical environment and purchasing behaviors in virtual environment. For example, according to Kırçova (2008), consumers are more impatient and demanding in the virtual environment.

Secondly, consumers benefit from each other's web experiences thanks to the advantages of online communication, more from the physical environment. Because the positive or negative reactions in the online environment are spreading faster and wider than the responses in the physical environment. One of the most important situations that companies selling on the Internet should pay attention to is the fact that online consumers are more conscious than normal consumers (Kırçova, 2008). In this sense, the web experiences that companies live with the consumers will play a role in shaping their buying behavior. In order to meet the wishes and demands of consumers, companies need to create and develop a web experience. An environment where consumers can easily ask questions online and get answers instantaneously affects purchasing behavior positively. This experience will enhance the virtual shoppers' online shopping behavior environment. The concept of online experience includes traditional marketing components, as well as tools for marketing components that can offer differences in the web environment. The design of created shopping environments can affect people's purchasing feelings, their impulses, and cause re-purchasing behavior to occur or not to occur. At this point, the question of what are the factors that affect online shopping behavior gain importance. If marketers can grasp the factors that affect consumers' online shopping behaviors, and if they create surplus value by offering them an appropriate virtual shopping environment, then marketing strategies that can gain new customers and re-buy existing customers can develop. It is not wrong to say that the online shopping volume is a trend that shows a rapid increase

in the world. A number of online shopping related data have been obtained. Some of these are written below.

- 81% of shoppers conduct online research before making big purchases (Retailing Today, 2014).
- 44% of people go directly to Amazon to start their product searches, compared to 34% who use search engines like Google, Bing, and Yahoo to search for products. (Marketing Land, 2015)
- Mobile commerce makes up 30% of all U.S. ecommerce (Internet Retailer, 2015).

Considering all these developments, the main purpose of the study is to examine the online consumer behaviors in a conceptual framework and to identify the factors that affect this behavior positively or negatively. The factors affecting the online shopping behavior in the study were determined as the research question. Online retailing, which develops day by day, also affects the attitudes and behaviors of customers. If online shopping malls are able to fully understand how a convenient shopping environment should be for customers to promote online shopping, they will find ways to attract new customers, satisfy existing customers and keep them online.

In order to understand online shopping habits better, some concepts need to be clarified first. Consumer; is the actual person who buys marketing components for his or her personal desires, wants and needs or is in the purchasing capacity. A consumer is a person who accepts or rejects an organization's marketing components that are included in a target market.

### **Vlogging**

Social media is a widely used media platform in today's world. People have the freedom to share whatever content they want. Social media has become the primary media tool for most users. People began to make their purchases through social media, and even started to follow news sites through social media accounts.

Vlogs are the names given to channels created on the internet. The expansion of these videos, which are available to be taken in every possible way, is video blogging. In this sense, especially blogs are getting more and more important day by day. In question-and-answer section, blogs that allow photo and video sharing, e-mail and

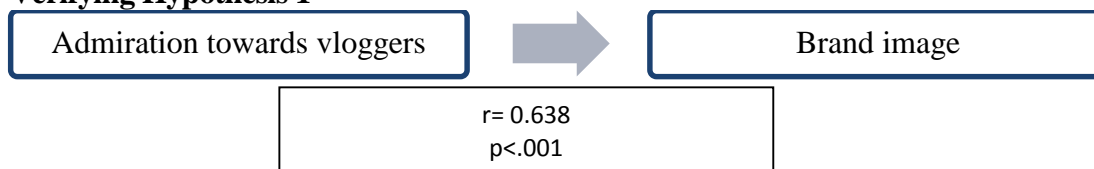


instant messaging have turned into a brand new personal communication tool. Personal blogs have evolved from text publishing to more professional areas where photos and videos are shared. This has led to the emergence of video blogs, vlogs. It can also be said that the television and the newspaper, which are the means of getting news in the past, have been replaced by personal blogs and vlogs.

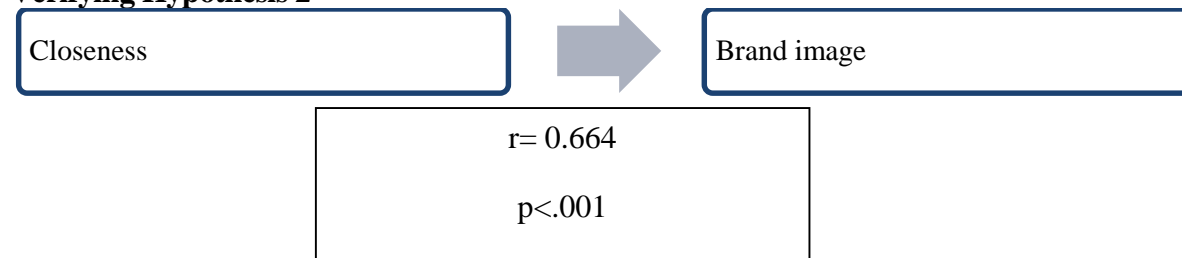
### Hypotheses

Vlogging is expected to improve the brand image of cosmetic brands through admiration towards vloggers (H1). Similarly, teenagers are expected to identify themselves with vloggers that they use the same cosmetic brands with, and the brand image of these brands are expected to increase as a result (H2). Hypotheses may be stated as follows.

#### Verifying Hypothesis 1



#### Verifying Hypothesis 2



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#### Vlogerlərin şəxsi brend imicinin yeniyetmələrin kosmetik brend seçiminə təsiri

##### Xülasə

Bu gün dünyada beynəlxalq marketingin ən effektiv yollarından biri internet vasitəsilə təbliğ edilən marketingdir. Xüsusilə də, sosial mediada vlogerlərin online marketingin dinamikasına təsir etməsi gözlənilir. Bütün bu inkişafı nəzərə alaraq, hazırki tədqiqatın əsas məqsədi konseptual çərçivədə yeniyetmələrin istehlakçı davranışlarını araşdırmaq və xüsusilə də, kosmetika sektorunda vloqçuluq fəaliyyətlərinə yönəlməklə, bu davranışa müsbət və ya mənfi şəkildə təsir edən amilləri müəyyənləşdirməkdir. Vloqçuluğun vlogerlərə heyranlıq nəticəsində kosmetik brendlərin brend imicini təkmilləşdirdiyi gözlənilir (H1). Oxşar olaraq, yeniyetmələrin onlar ilə eyni kosmetik brendlərdən istifadə edən vlogerlər ilə özlərini müəyyənləşdirmələri (identifikasiya) gözlənilir və bu brendlərin brend imicinin nəticədə yüksəlməsi gözlənilir (H2). Sorğu 394 fəal yeniyetmə sosial media istifadəçisinə şamil olunur. İştirakçılar Türkiyədə məşhur Instagram vlogerləri olan Danla Biliç və Duyğu Özasanın qadın izləyiciləri arasından seçilmişdir. Gözləntilərə əsasən, həm H1, həm də H2 fikirləri təsdiq olunur. Bu o deməkdir ki, sosial mediadakı vlogerlərə heyranlıq həmçinin bu blogerlər tərəfindən istifadə olunan və təklif olunan məhsulların brend imicini müştərilərin gözündə yüksəldir. Eynilə, fərdlər özlərini bu vlogerlərə yaxın hiss etdiklərindən, bu vlogerlərin təbliğ etdiyi məhsullar üçün onların qavradıqları brend imici təkmilləşir.

**Açar sözlər:** *Online marketing, Vloqçuluq, Brend imici, Identifikasiya, Heyranlıq.*



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Талыблы.Э.И**Влияние личного имиджа бренда блогеров на выбор косметики подростков****Резюме**

Сегодня одним из наиболее эффективных способов международного маркетинга в мире является маркетинг через Интернет. В частности, ожидается, что блоггеры социальных сетей будут влиять на динамику онлайн - маркетинга. Учитывая все эти развития, основная цель этого исследования состоит в том, чтобы изучить потребительское поведение подростков в концептуальных рамках и, в частности, сосредотачиваясь на блоггерской деятельности в косметической промышленности, выявить факторы, которые оказывают положительное или отрицательное влияние на это поведение. Ожидается, что косметические бренды совершенствуют имидж бренда в результате восхищения блоггеров (Н1). Аналогичным образом, ожидается, что подростки идентифицируют себя с блоггерами, которые используют те же косметические бренды, которые, как ожидается, повысят имидж этих брендов (Н2). Опрос относится к 394 активным подростковым пользователям социальных сетей. Участницы были выбраны среди женщин – подписчиц Данлы Билич и Дуйгу Озаслан, известных Instagram - блоггеров в Турции. Согласно ожиданиям, как мнения Н1, так и мнения Н2 подтверждены. Это означает, что восхищение блоггерами социальных сетей также повышает имидж бренда продуктов, используемых этими блоггерами, в глазах их клиентов. Точно так же, поскольку люди чувствуют себя близкими к этим блоггерам, имидж бренда, который они воспринимают, улучшается этими продуктами, распространяемыми этими блоггерами.

**Ключевые слова:** онлайн – маркетинг, блоггерство, имидж бренда, идентификация, восхищение.

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